



BARGHAUSEN

Project Narrative – Conditional Use Permit and Design Review

Dutch Bros Coffee (CA2606)

PREPARED BY

Barghausen Consulting
Engineers, Inc.

PREPARED FOR

Dutch Bros Coffee

CLIENT ADDRESS

110 S.W. 4th Street
Grants Pass, OR 97526

SITE ADDRESS

2345 Sand Creek
Road
Brentwood, CA
94513

JURISDICTION

City of Brentwood

DATE

03/08/2024

PROJECT NO.

23021

Project Overview

The project proposes to develop a 0.87-acre parcel for construction of a new 1,106-square-foot Dutch Bros Coffee with double drive-through lanes to accommodate up to 27 vehicles in the queue. Dutch Bros Coffee proposes to develop the western portion of the existing parcel only. The lot line adjustment will be handled by the overall development and the parcel to the east will be developed at a later date. A separate covered service window will be offered for walk-up customers on the eastern side of the building opposite the drive-through service window. Surface parking for eight (8) vehicles is provided along with a bike rack for bicycle parking.

The property is currently zoned PD-6 in the Sand Creek Development Plan and is within an existing undeveloped area. The drive-through restaurant use is conditionally permitted within the Regional Commercial area of the Planned Development.

Site Amenities

A separate covered service window will be offered for walk-up customers on the eastern side of the building opposite the drive-through service window. It faces adjacent uses within the overall development to attract the attention of nearby pedestrians. The canopy provides shade and weather protection when customers are ordering. A bench will be provided under the canopy for seating options. In addition, a shade tree and well-designed landscaping will be provided to create beautiful scenery.

An ADA path will connect to the main sidewalk off the private road and will include clearly marked crosswalks to cross the entrance and exit of the drive-through lanes and lead pedestrian customers to the walk-up customer window.

Queuing and Stacking

Approximately 580 feet of stacking space is available behind the drive-through window to provide queuing for up to 27 vehicles. Dutch Bros Coffee will implement a runner system at the proposed facility that is designed to increase speed and efficiency in serving drive-through customers. Dutch Bros Coffee employees travel from vehicle to vehicle to greet customers and take orders. These "runners" utilize a handheld device to transmit customers' orders to the multiple drink stations inside the building. Additionally, runners will charge individuals while in line, so by the time they arrive at the service window, they may pick up their order and be on their way. This system decreases wait times, while allowing the runners to have a more personal face-to-face interaction with customers.

The drive-through will not include any speaker boxes. All customer orders are taken in person, either at the window or with a runner that carries a handheld device to transmit orders to the kitchen. This ordering process minimizes noise impacts and decreases the amount of vehicle idling at menu boards that are common at traditional drive-through facilities.

Operational Measures

The Dutch Bros Coffee site is proposing an extensive directional sign package that will direct customers throughout the site. In addition, the layout of the site was designed to create the best possible flow and the maximum queuing possible to reduce spillover onto neighboring properties or the public roads.

All staff are required to attend a monthly shop meeting to discuss traffic plans in detail. In addition, the staff will gather before each shift to ensure the traffic strategy is set.

Approximately three (3) or four (4) staff will be dedicated to the parking area throughout the day to take orders and receive payments. In addition, one (1) person's sole responsibility will be traffic control. Tactics will include instructing all vehicles to pull forward as close as possible to utilize the maximum queuing

available, directing cars into the waiting area or the escape lane if needed, and ensuring no cars are blocking the road or areas they are not allowed to block.

These measures, in addition to implementing the above-described runner system, will reduce customers' time at the window to 30 to 45 seconds. If customers are taking longer than that timeframe, the drink runners will bring drinks to the customers in line behind the window to allow those customers to exit via the bypass lane. This means customers are not required to reach the drive-through window to receive their order and exit the site. These measures significantly minimize the potential for queuing spillover outside the dedicated drive-through lanes.

The typical hours of operation are 5:00 a.m. to 11:00 p.m. each day of the week. Please note the proposed facility may extend business hours of operation to 24 hours on a seasonal or permanent basis in the future.

Site Design and Orientation

The proposed Dutch Bros Coffee will be constructed on a vacant site. Access will be from the north off of a private road to the existing shopping center. The access will lead vehicles to the south where they will enter the drive-through lane, wrapping around the east, north, and west of the proposed building. Additionally, ingress and egress from the southeast corner are available and provide cross access to the adjacent property. The project will include a separate customer window that is oriented to the east of the site to serve pedestrian walk-up traffic only.

Architecture

The proposed building is visually interesting and will be constructed with a variety of high-quality building materials and painted with simple, bold colors. Vertical and horizontal façade breaks, building massing, and modulation have all been incorporated into the design of the building. Canopy awnings are provided over all entrances and service doors, including a large 300-square-foot canopy over the customer walk-up service window providing weather protection. The building features modulation with a tower element, building wall articulation, and building materials that are aesthetically pleasing and compatible with other newer developments in the community. Colorful and visually interesting wall signs depicting the Dutch Bros Coffee logos will be installed on public-facing sides of the building.

Signs and Lighting

Signs proposed for use at the project site will conform to the City of Brentwood Zoning Code. Signs proposed to be installed at the project site include wall signs, menu signs, drive-through, parking lot, and directional signs. Signs will be constructed with high-quality materials and properly installed under separate permits.

Site lighting will be provided at the project site for the safety and security of all customers, pedestrians, and employees. Outdoor lighting and illumination at the site will include parking lot security lighting and pedestrian scale lighting within the patio space and along the pedestrian pathway. Exterior building lighting will be installed on the building façade. The drive-through area will be provided with security lighting. All lights will include shields to direct light toward the project site and keep glare away from the adjacent land uses and rights-of-way.

Findings for a Conditional Use Permit – 14.830.005 Conditional Use Permit Criteria

A. The location, size, design and operating characteristics of the proposed development must be compatible with and must not adversely affect the livability of appropriate development of abutting properties and the surrounding neighborhood. Consideration shall be given, but shall not be limited to:

- 1. Harmony in scale, bulk, coverage and density;*

Response: The proposed Dutch Bros Coffee complies with all bulk and dimensional standards set forth in the Planned Development 6 zone to ensure harmonious development. As proposed, the site exceeds the 5,000 square-foot minimum lot size requirement along with the 10-foot side yard setback and the 25-foot rear yard setback. Additionally, the rear yard includes enhanced landscaping to buffer the drive-through coffee shop from the private street to the north.

2. *The availability of public facilities and utilities;*

Response: The site will be served by water and sewer mains located off the private boulevard to the north of the property. A water stub and associated main are located on the northern side of the site. The storm manhole and line are located on the southern end of the project area.

3. *The harmful effect, if any, upon desirable neighborhood character or the planned specialization of retail, commercial or community service areas;*

Response: Dutch Bros Coffee is a desirable business in many municipalities due to the friendly customer service, exceptional menu items, and vast employment opportunities. Any harmful effects brought on by the development will be mitigated through strategic action and proactive designs. For example, the potential of negative impacts associated with drive-throughs is diminished by monthly Traffic Plan meetings and daily traffic strategy discussions with staff. The proposed drive-through is located fully on the property and is oriented so that potential overflow is contained on the site. Enhanced landscaping will also be installed surrounding all sides of the drive-through area to minimize the presence of stacked vehicles.

4. *Generation of traffic and the capacity of surrounding streets;*

Response: The Dutch Bros Coffee business model does not generate additional traffic but instead collects passersby traffic. Introducing Dutch Bros Coffee to the existing shopping area may alleviate congestion accrued on Sand Creek Road by attracting passing customers for a quick beverage before continuing their path of travel.

5. *Any other relevant impact of the development;*

Response: Dutch Bros Coffee aims to be a valued addition to the existing retail area and will address all relevant impacts or concerns from the City and pertinent agencies.

6. *The criteria set forth in Chapter 17.820 for design and site development review if applicable.*

A. *The proposed development shall create a well-composed urban design, harmoniously related to other facilities in the immediate area and to the total setting as seen from key vantage points in the community;*

Response: Dutch Bros Coffee creates a visually appealing and compatible development with the surrounding uses where customers visiting the shopping area may also choose to visit the site. The property improves the vacant lot by installing attractive landscaping along the perimeter to attract customers, which also matches the properties in the vicinity, thus creating a uniform development along Sand Creek Road.

B. *Elements of design which have significant relationship to the exterior appearance of structures and facilities shall be given special consideration; these elements include but are not limited to height, arrangement on the site, texture, lighting, material, color, signs, landscaping, size, bulk and scale, and appurtenances;*

Response: Dutch Bros Coffee is recognized nationally for their quality design and takes pride in the architectural features that customers are familiar with. Methods such as building

modulation and the use of high-quality materials demonstrate a modern quality similar to newer developments while remaining inviting to the general public. The customer walk-up window features a 300 square-foot canopy which provides weather protection and a clear area where pedestrians are welcome. Branded features such as signage and exterior colors are vibrant but understated so that the public is attracted to the coffee shop but not overwhelmed by the overall design of the site.

- C. *The proposed development shall be of a quality and character appropriate to, and serving to protect the value of, private and public investments in the immediate area;*

Response: The quality design and character of the proposed Dutch Bros Coffee shop improves the overall shopping experience for customers in the vicinity. The existing shopping center is enhanced with the introduction of the proposed Dutch Bros Coffee because the nationally recognized brand is associated with quick friendly service in addition to desirable menu selections.

- D. *Where the proposed development is located in an area for which a specific plan, planned development, neighborhood plan or precise plan has been adopted by the city council, the design of the development shall conform in all significant respects with such plans;*

Response: The site is located in the Sand Creek Development and in the Regional Commercial land use designation. Dutch Bros Coffee is compatible with the objectives of the Regional Commercial goals since the coffee shop serves residents of the City of Brentwood and neighboring communities while also providing a benefit to the existing commercial shopping center. Customers shopping at one of the many retail shops in the development can bookend the shopping experience with beverages offered at Dutch Bros Coffee.

- E. *The proposed development shall conform with all requirements for landscaping, screening, parking, usable open space and off-street loading as set forth in this title;*

Response: The proposed development complies with all requirements set forth in Title 17 Zoning and aims to be a successful addition to commercial businesses in Brentwood. Dutch Bros Coffee meets the minimum five (5) parking stall requirement, in addition to installing landscaping along the perimeter to effectively create a buffer from adjacent properties.

- F. *The site development criteria set forth in Section 17.820.008;*

- a) *The siting and internal arrangement of all structures and other facilities on the site, including the land uses, internal circulation, off-street parking and loading facilities, lighting, signing and access to and from public rights-of-way, shall be conducive to an orderly, attractive, efficient and harmonious development.*

Response: The orientation of the site is implemented as such to facilitate effective and efficient circulation for quick customer service in addition to mitigating potential overflow into areas not designated for vehicle staking. The site allows for queuing of up to 29 vehicles, which exceeds the 24-vehicle requirement to ensure any high demand events do not spill into areas outside of the designated drive-through lanes.

- b) *The proposed development shall not have adverse environmental effects on adjacent developments, existing or potential, by reason of conflicts in land use, topography or traffic.*

Response: The site is oriented to avoid spillover or conflicts with adjacent properties and public rights-of-way. Access to the site comes from the private boulevard to the north and indirectly from the east to not impede traffic flow from the right-of-way.

- G. *“The City of Brentwood Design Guidelines” Draft, dated February 1, 2001, and any other applicable specific design criteria or standards set out in this title or other city ordinance;*

Response: The proposed Dutch Bros Coffee development will comply and implement design criteria set forth in the City of Brentwood Commercial & Industrial Design Guidelines. In particular, the development will create an attractive commercial site by utilizing items in the guidelines such as providing clear pedestrian pathways, connecting adjacent parking lots, and maintaining ample landscaping as a screening method as well as an enhancing feature.

- H. *All applicable regulations of the zoning ordinance and other city ordinances, policies or resolutions.*

Response: Dutch Bros Coffee will comply with all applicable regulations of the Zoning Ordinance for the Planned Development 6 zone as well as pertinent land use criteria. For the PD-6 zone, the site exceeds the 5,000-square-foot minimum lot size requirement along with the 10-foot side yard setback and the 25-foot rear yard setback. Additional landscaping will be introduced for screening and enhancement purposes to offset any undesirable aesthetic features.

- B. *The location, design, landscaping and screening, and overall site planning of the proposed development will provide an attractive, useful and convenient living, working, shopping or community-service area.*

Response: Landscaping on the site effectively screens vehicle traffic and parking by creating an attractive buffer between vehicle locations and the surrounding properties. The minimum 5-foot landscape strip between the right-of-way and parking is exceeded on the southern side of the site to match the neighboring properties. A pedestrian connection is proposed to link the adjacent site and create a unified development that offers a convenient experience for customers.

Conclusion

The proposed Dutch Bros Coffee will enhance the commercial character of the adjacent shopping center. Dutch Bros Coffee is a successful business that will promote improvement of the existing commercial area. Dutch Bros Coffee locations are known to be clean and well maintained, providing quick service from friendly staff. The proposed coffee shop will provide excellent products and service, along with enhanced landscaping areas, lighting, and pedestrian open space at the project site that will benefit all customers and users in the immediate vicinity and the surrounding areas. The above narrative demonstrates how the proposal will increase the overall quality of the project site and positively impact the citizens and businesses of the surrounding community and the City of Brentwood.